

SERVER, INFORMATION COMMUNICATION TERMINAL, PRODUCT  
SALE MANAGEMENT METHOD, AND STORAGE MEDIUM AND PROGRAM  
TRANSMISSION APPARATUS THEREFOR

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ABSTRACT OF THE DISCLOSURE

A product retail sales management server for managing  
the retail sales of a product across a communication  
network comprises: a retail sales management module for  
managing the retail sales of the product; a price update  
10 module 13 for dynamically setting the price of the product  
in accordance with rules and the retail sales state of the  
product and in accordance with the actual retail sales  
state of the product when managed by the retail sales  
15 management module; and an acceptance module 11 for, upon  
the receipt of an information request via the communication  
network, furnishing a request transmission source with the  
information concerning the product and the price of the  
product, set by the price update module at the time the  
20 information request is received.